

Introduction

This job description covers the role of Publicity Coordinator only. Various publicity activities will be carried out by the actual event convenors and others (e.g. the Web Master).

Publicity Coordinator's general responsibilities

1. To ensure that suitable publicity is in place on a regular basis for all Club activities and events where publicity is required to ensure sufficient numbers of attendees to make the events financially viable.
2. To prepare a summary of all publicity channels and responsibilities on at least an annual basis, and to circulate it to the event convenors and other interested parties.
3. To monitor and investigate possibilities for further publicity, such as social media or other public channels, and to bring these to the Committee's attention.

Regular events

The regular events that require publicity are as follows:

1. The weekly (Tuesday) sessions
2. The monthly (second Tuesday) concerts
3. The monthly (first Saturday) Family Bush Dance
4. The May and October Woolshed Balls
5. The annual Wattle Day celebrations
6. The Port Phillip Dance Festival (Easter)

In addition, there are one-off or ad hoc events such as the AGM and the Club Picnic

Channels

Publicity channels currently in use are as follows:

1. Printed flyers distributed at Club events
2. Printed flyers distributed via associated groups (e.g. U3A)
3. The Club newsletter
4. Websites:
 - a. The VFMC website
 - b. What's on in Maroondah (<https://www.maroondah.vic.gov.au/Home/Tab/Events>)
 - c. Do we use other folk club websites?
5. Social media:
 - a. The Club Facebook page
 - b. Meetup
 - c. <https://livemusic.net.au/>
6. Radio stations:
 - a. Community Radio (Box Hill)
 - b. Eastern FM (Croydon)

Publicity matrix

Bill Buttler

16 June 2025

Event	Weekly sessions	Monthly Concerts	Family Bush Dance	Woolshed Balls	Wattle Day	PP Dance Festival
Timing	Tuesdays	2 nd Tuesday	Mthly (Sat.)	May and Oct.	Annual (August)	Easter
Flyers	Don	Don	Bill	Bill	??	Bill / Steve
Newsletter	Maggie	Don / Maggie	Bill / Maggie	Bill / Maggie	??	Bill / Steve / Maggie
Club website	Michael / Steve	Don / Michael / Steve	Bill / Michael / Steve	Bill / Michael / Steve	?? / Michael / Steve	Bill / Michael / Steve
What's On in Maroondah	No current activity?	Don?	Bill	Bill	??	Bill
VFMC Facebook *	No current activity	Don / Robyn / Bill	Bill / Robyn	Bill / Robyn	?? / Robyn / Bill	Bill / Robyn
Meetup **	No current activity	No current activity	No current activity	No current activity	No current activity	No current activity
LiveMusic ***	No current activity	No current activity	No current activity	No current activity	No current activity	No current activity
Box Hill FM ^	Status unknown	Status unknown	Status unknown	Status unknown	Status unknown	Status unknown
Croydon FM ^	Status unknown	Status unknown	Status unknown	Status unknown	Status unknown	Status unknown

* For the VFMC Facebook page, the following updates are required:

1. Change the banner on the page to reflect the next guest artists (supplied by Don, updated by Robyn or Bill)
2. Create a new Facebook Event for each event using the jpg format flyer supplied by Don or Bill

** Meetup is quite easy to use, and it is possible to post a regular event or specific events. We will start using it for the Family Bush Dance in July, and we should use it for the next Concert as well.

*** We used LiveMusic once (the February Bush Dance) and then I forgot about it! We should use it for the next Concert.

^ We have used Radio on an ad hoc basis, and in the past we used to send them our notices of regular events. Not sure if we are still doing that.

Review of Publicity Processes 2025

At present publicity is mainly a repetitive monthly campaign of - collecting and preparing media in the form of contacts, photos, bios, mp3s etc. relating to the monthly Concerts, - then following a checklist to distribute it to recipients. After the event the material produced is archived in a folder so it can be used in the future if needed.

Several years ago I used to run a second campaign for the Dances but Jane agreed to take on publicising the Dances.

Other more irregular publicity needs that pop up from time to time can usually be covered by one-off requests or materials close at hand.

Since the website has developed to the stage where it is now the arbiter of everything relating to the Club there is a close co-operation with the web team who do a good job at keeping the site up to date. Obviously any media produced should have the website included where possible.

A campaign starts by creating and labelling a folder (on the laptop), well before the event; copy the **Press** document from the previous month to the folder; update the **Press** doc to create dialogue, flyers, other material relating to the forthcoming performer; follow the **Publicity Checklist** at the appropriate time, usually following the previous Concert, to distribute material.

I use a **Press** doc as a scribble pad of copy-and-paste dialogue with place-holder text and addresses of recipients. It is updated whenever an address is changed or new leads come up. A forthcoming event can be prepared ahead of time if convenient, say over Xmas. The current **Press** doc. is copied to the next folder so should always be relatively up to date.

The **Checklist** is a tick list to follow the progress of what and where stuff has been sent. Entering a date points to when the material was sent out. This can be updated as new leads come up.

Publicity is to promote the folk heritage values of Australia through its traditional music, dance, poetry etc. to the wider population. Getting good attendances to Concerts, Dances, balls etc. is a good indicator of success. Flow-on benefits would be that the VFMC is seen as a good supporter of the folk performers and bands in the industry.

Only about half the current 120 members are actively attending events. Maybe the ageing population are less inclined to go out at night. Increasing membership will take care of itself if prospectives see value and worth in it. Keen ones may actually want to join and get involved in making music, but younger ages may not have the pioneering overview of history nor the nostalgic experience of the folk revival to back their motives.

Membership fees support the Club administration while door admissions support the events. Electronic media tends to reside on niche search engine apps and is directed at those who know how to use them, owners of a mobile, tablet or laptop. The ability to easily find material on some electronic pigeon hole largely determines the effectiveness of publicity.

Sending stuff to libraries or public noticeboards is a waste of time and postage stamps, they don't put it up. It would be very useful if members would actively assist by flicking material to their own contacts. There is no shortage of flyers, email snippets, handouts and info readily available on the website and elsewhere for distribution to friends and contacts.

A trend seems to be developing by media outlets of requiring a subscription to these once-were-free opportunities, Community radio stations for instance, or the up-scaling of pithy freebies to an enhanced pay version ie. Eventfinda. I believe Trev's daughter knows a bit about online marketing so may be able to give us some pointers as to new leads.

Appendix to Publicity Job Description

Effectiveness may be limited by how much I am out of touch with modern methods, so if someone else with more media skills than I have wants to have a go I'd be very happy with that. The green entries on the **Checklist** and **Press** are possible new leads that may be worth exploring.

Don Fraser.